16th YEAR · A WEEKLY PUBLICATION

1956 fashion calendar

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8 EAST 77th STREET
NEW YORK 21, N. Y.
TRAFALGAR 9-2343

WEEK OF

january

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february

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november

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january – 1957

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february – 1957

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march – 1957

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RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK ENDING FRIDAY, MARCH 2, 1956

Friday March 2 9:30 A.M. Breakfast	PRESS PREVIEW OF "GREY ROOM" FASHIONS	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Ohrbach's will preview their Spring collection of better coats and suits from the "Grey Room". By invitation. Publ: Mark Klauser, OX. 5-4000.		

PRESS PREVIEWS: SPRING CUSTOM-ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Friday March 2	BERGDORF GOODMAN At 11:30 A.M.	745 FIFTH AVE.	PUBL: FLORENCE NEFF,	PL. 3-7300
Tuesday March 6	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL: RUTH SMITH,	PL. 5-2600
Thursday March 8	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST. (Bendel Originals and French Imports)	PUBL: MARY-JEAN MAIRS,	CI. 7-1100
Wednesday March 14	BONWIT TELLER At 3:00 P.M.	721 FIFTH AVE.	PUBL: SOPHIE SHONNARD,	EL. 5-6800

Friday March 2 6:00 P.M.- 7:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
	March 2: William J. March 16: Herma G. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Saturday March 3 11:00 A.M.	FASHION SHOW OF SPRING SUITS	ABRAHAM & STRAUS	3RD FLOOR SUIT DEPT.
	Abraham & Straus will show their Spring suits. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.		

WEEK BEGINNING MONDAY, MARCH 5, 1956

Monday March 5 11:00 A.M.	PRESS PREVIEW OF MURIEL KING FASHIONS	STEIN & BLAINE, INC.	13 WEST 57TH STREET SALON
	Press showing of Muriel King's Spring collection and Stein & Blaine furs. By invitation only. Contact: PL. 3-7700.		
Monday March 5- March 14	FIFTY-THIRD ANNUAL AMERICAN TOY FAIR	TOY MANUFACTURERS OF THE U.S.A., INC.	HOTELS McALPIN & NEW YORKER
	About 1400 exhibitors will show at Hotels McAlpin and New Yorker. Also, permanent showroom exhibits at 200 Fifth Avenue and 1107 Broadway. Press preview, Sun., March 4 at 3:00 P.M. at Hotel McAlpin. Publicity: Edward Foley, Manning Public Relations, 25 E. 73rd St., LE. 5-6100.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday March 5	OPENING: NATLYNN JUNIORS & JANET LEIGH LINE	NATLYNN JR. ORIGINALS; NATLYNN TALLS	1400 BROADWAY SHOWROOM - 9TH FLOOR
	Natlynn Junior Originals Summer dress collection. Also, junior fashions by Janet Leigh, motion picture star and designer. Continuous showings beginning at 9:30 A.M. Contact: Gerry Gottlieb, LO. 3-5372.		
Tuesday March 6 9:30 A.M. Breakfast	PRESS PREVIEW OF IMPORT FASHIONS	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
	Macy's will preview their import fashions from England, France and Italy. By invitation only. Customer showings on March 19, 22, 26 at 2:30 and 5:45 P.M.; and March 20 and 21 at 2:30 P.M. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Tuesday March 6 10:00 A.M.- 5:00 P.M.	OPENING: EXHIBIT OF FALL CORDUROYS	THE CORDUROY COUNCIL OF AMERICA	15 EAST 53RD STREET SHOWROOM - 5TH FLOOR
	The Corduroy Council will exhibit Fall corduroys for fashion and home furnishings. By invitation only. Contact: Clare Nelson, EL. 5-7850.		
Tuesday March 6 12:30 P.M. Luncheon	COUTURE FASHIONS DURING LUNCHEON	JAMES GALANOS (BEVERLY HILLS, CAL.)	HOTEL AMBASSADOR BALLROOM
	Galanos will present his Spring and Summer daytime, cocktail and evening fashions, available at Lord & Taylor. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Galanos Publicity: Maxwell-Gray, PL. 3-5556. Produced by Mary Alice Rice, CI. 6-1790.		
Tuesday March 6 2:00 P.M.- 4:30 P.M.	PRESS PREVIEW: "ASIAN ARTISTS IN CRYSTAL"	METROPOLITAN MUSEUM OF ART	FIFTH AVE. & 81ST ST.
	Exhibition of 36 Steuben crystal pieces engraved with designs by contemporary artists of 16 Asian countries; also artists' original drawings commissioned by Steuben Glass. Open to public, from March 9 to April 8. Contact: Floyd Rodgers, TR. 9-5500.		
March 6	HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Tuesday March 6 4:00 P.M. Coffee	FASHION SHOW: "SHE'S FOR STEVENSON"	STEVENSON FOR PRESIDENT COMM.-N.Y.	HOTEL PLAZA BALLROOM
	Showing of Spring fashions by American and European designers, presented under auspices of "The Stevenson for President Committee." Donation--$5.00; contact: Mrs. Edward Codel, PL. 1-1720. Fashion Show Chairman: Rosemary Sheehan, CI. 7-8060.		
Tuesday March 6 5:30 P.M. Cocktails	ANNUAL CHICAGO SPRING FASHION SHOW	THE FASHION GROUP OF CHICAGO	MORRISON HOTEL CHICAGO, ILLINOIS
	"The Height of Fashion"--19th annual Spring fashion show by The Fashion Group of Chicago at two showings: Tues., March 6 at 5:30 P.M., cocktails ($4.50); and Wed., March 7 at 12:00 Noon, luncheon ($6.00). For benefit of The Art Institute of Chicago. Contact: The Chicago Fashion Group, 35 East Wacker Drive, Chicago, State 2-7368.		
Wednesday March 7 12:30 P.M. Luncheon	"GREEN ROOM" FASHIONS FOR SPRING	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM
	Bloomingdale's "Green Room" ready-to-wear Spring fashions will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publ.: Margaret deMille, EL. 5-6400. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 7 12:30 P.M. Luncheon	FASHIONS BY IRENE OF CALIFORNIA	GUNTHER JAECKEL	WALDORF-ASTORIA STARLIGHT ROOF
	Gunther Jaeckel will present Spring and Summer fashions by Irene of California at a benefit for the Multiple Sclerosis Society. Tickets--$10.00; contact: Mrs. Hamilton White, PL. 9-5604. Press by invitation. Gunther Jaeckel Publicity: Carole Paley, PL. 5-7000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
Thursday March 8 9:15 A.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS	OLDRIC ROYCE	16 EAST 52ND STREET SALON
	Oldric Royce will preview his custom-order collection. Showing at 9:30 A.M. By invitation only. Publicity: Nona James, MU. 5-4834.		
March 8	HENRI BENDEL'S ORIGINALS & FRENCH IMPORTS FOR PRESS AT 10:30 A.M.(Page 1).		
Thursday March 8 12:30 P.M. Luncheon	SPRING SHOE FASHIONS DURING LUNCHEON	J.& J. SLATER & HANAN (54TH ST. & MADISON)	HOTEL PLAZA PERSIAN ROOM
	"Fashion Starts Afoot"--J. & J. Slater and Hanan will present their Spring and Summer shoe fashions with fabrics by Elbert Jackson and draping by Robert Richman. Press by invitation. Public by reservation; contact: MU. 9-3000, Ext. 176. J. & J. Slater contact: L.J. Horan, Jr., PL. 9-4805. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 8 12:30 P.M. Luncheon	SPRING MILLINERY DURING LUNCHEON	ANITA ANDRA, INC. (558 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
	"Awakening of Spring"--Spring hats by Anita Andra. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Anita Andra contact: PL. 9-1822. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Friday March 9 10:00 A.M.	PREVIEW: SPRING AND SUMMER BRIDAL FASHIONS	SAKS FIFTH AVENUE	3RD FLOOR SALON MODERNE
	Press preview of Spring and Summer bridal fashions by Sophie. By invitation only. Publicity: Grace de Mun, PL. 3-4000, Ext. 7064.		
Friday March 9 8:30 P.M.	SHOWING OF COMPLETE IMPORT COLLECTIONS	BALENCIAGA & GIVENCHY	HOTEL AMBASSADOR BALLROOM
	Balenciaga and Givenchy will personally present the first and only showing of their complete collections, exactly as each is now being presented in Paris. Givenchy showing from 8:30 to 9:30 P.M., followed by champagne intermission; Balenciaga showing from 10:00 to 11:30 P.M. Contribution: $100.00 per person, with net proceeds to American Hospital of Paris. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872.		
Saturday March 10 11:00 A.M.	SPRING COAT FASHION SHOW	ABRAHAM & STRAUS	3RD FLOOR COAT DEPT.
	Abraham & Straus will present their Spring coats. Open to public. Publicity: Dolores Hartig, TR. 5-7200, Ext. 661.		
March 11-March 17	SEVENTH ANNUAL IRISH LINEN WEEK. Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
March 11-March 17	GIRL SCOUT WEEK. Contact: Girl Scouts, Inc., 155 E. 44th St., MU. 2-2505.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday March 11- March 17	INTERNATIONAL FLOWER SHOW	HORTICULTURAL SOCIETY; N.Y. FLORISTS' CLUB	WANAMAKER SHOW PALACE 4TH AVE. AT 8TH ST.
	Thirty-ninth annual flower show, sponsored jointly by the Horticultural Society of N.Y. and the N.Y. Florists' Club; three floors of landscaped gardens, country settings, and displays of dogwood, tulips, roses, carnations and azaleas. Tickets: $1.75. Press preview at 1:00 P.M., Sun., March 11. Publicity: Oristano Associates, 551 Fifth Ave., MU. 7-6855.		
Monday March 12 10:00 A.M. Breakfast	PRESS PREVIEW OF MILLINERY IMPORTS	MACY'S NEW YORK	2ND FLOOR
	Macy's will invite the press to preview their millinery imports. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.		
Monday March 12 12:15 P.M. Luncheon	PREVIEW: NEW WAY IN PATTERN MAKING	VOGUE PATTERN SERVICE	PARK LANE HOTEL CRYSTAL ROOM
	Vogue Pattern Service, a Division of The Conde Nast Publications will introduce a new development in pattern making. For the fabric industry and press, by invitation only. Publicity: Ethel Aaron, Robert S. Taplinger & Assoc., PL. 7-8040.		
Monday March 12 12:30 P.M. Luncheon	PREVIEW OF "COUNTRY STYLE" FURNITURE	BROOKLYN MUSEUM	EASTERN PARKWAY
	Preview of furniture-making in America from 1670 to 1850 from New England and Pennsylvania-German regions, including pottery and pewter. Press luncheon at 12:30 P.M., by invitation only. Open to public March 14-May 13. Publicity: Evelyn M. Clark, NE. 8-5000.		
Monday March 12- March 16	EIGHTEENTH ANNUAL SELECTION CONFERENCE	TOY GUIDANCE COUNCIL (1124 BROADWAY)	HOTEL PARK SHERATON TROPICAL ROOM
	"Educator-Approved" Presitge Toys 1956 will be selected from thousands submitted by American toy manufacturers at a five day conference. Press will be invited at 12:30 P.M. luncheon, Friday, March 16, with final selections announced in late afternoon. Contact: David Taylor Marke, MU.9-0175.		
Tuesday March 13 10:00 A.M. Breakfast	PRESS PREVIEW OF IMPORTS AND COPIES	GIMBELS	3RD FLOOR BOUTIQUE
	Gimbels' press showing Spring and Summer imports and copies, and boutique originals. By invitation only. (Showing also at Hotel Pierre, Ballroom, Tues., March 20, 12:30 P.M. luncheon--See Page 6.) Customer showings: Mon., March 19 at 6:00 P.M. and Wed., March 21 at 2:00 P.M.--on Gimbels 3rd floor Boutique. Publicity: Margot Infantino, LO. 5-1500, Ext. 600.		
Tuesday March 13 11:30 A.M.	PRESS PREVIEW OF IMPORT COLLECTION	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will present their imports at a special preview for the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Wednesday March 14- March 15 10:00 A.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL NEW YORKER MOSAIC ROOM
	Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, with presentations at 11:30, 2:30 and 4:30 on both days. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 14 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
	Else Fritz will present her Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE.8-8000. Else Fritz contact: EL. 5-9371. Pierre Fashion Director: Nola Luxford, TE. 8-8000.		
Wednesday March 14 12:30 P.M. Luncheon	CUSTOM FASHIONS AT LUNCHEON SHOWING	MARTIER-RAYMOND (36 CENTRAL PARK SO.)	WALDORF-ASTORIA PEACOCK LOUNGE
	Martier-Raymond will present their Spring custom collection of daytime and evening fashions. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Martier-Raymond contact: PL. 3-0020. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.		
March 14	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 1).		
Thursday March 15 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORTS AND COPIES	OHRBACH'S	4TH FLOOR BRIDAL SHOP
	Ohrbach's will preview their imports and adaptations to the press. By invitation. Customer showing, Mon., March 19 at 1:30 P.M., in the 5th floor, Grey Room. Publicity: Mark Klauser, OX. 5-4000.		
Thursday March 15 9:30 A.M.- 6:00 P.M.	BLOUSES FROM PARIS COLLECTIONS	NATIONAL ASS'N OF BLOUSE MFRS.	SAVOY-PLAZA LE CHATEAU - 11TH FL.
	Inspirational blouses from Paris couture collections at an all-day clinic, including designs by Balmain, Chanel, Desses, Dior, Givenchy, Hermes and Patou, presented by the National Ass'n of Blouse Mfrs. and National Shirt & Sportswear Ass'n. Press breakfast preview at 9:30 A.M. By invitation only. Publicity: Ruth Hammer Assoc., 2 W. 59th St., EL. 5-7872.		
Thursday March 15 12:30 P.M. Luncheon	SPRING FASHIONS BY MADELEINE FAUTH	CLOTHES FOR YOU, INC. (1400 BROADWAY)	HOTEL PLAZA PERSIAN ROOM
	Spring fashions by Madeleine Fauth will be presented at luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Clothes For You contact: Isabelle Crawford, BR. 9-7700. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Friday March 16 9:00 A.M. And 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
	The Fashion Group's semi-annual import fashion show at 9:00 A.M. (Breakfast) and 12:00 Noon (Luncheon). Speaker: Jessica Daves, Editor-in-Chief of "Vogue". Co-Chmn. of Ready-To-Wear Division: Bettina Ballard and Margaret deMille. Prices: Breakfast--$5.50 (members), $8.00 (guests); Luncheon--$7.50 (members), $10.00 (guests). Member and one guest may attend one of the 2 showings. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Friday March 16 5:30 P.M.- 9:30 P.M.	SHAMROCK COCKTAIL PARTY	SOCIETY OF AMERICAN FASHION DESIGNERS	HOTEL PLAZA BALLROOM
	The Society of American Fashion Designers will have a Shamrock Cocktail Party. Tickets: $6.95; contact: Miss Tina, LA. 4-7950.		
March 17	ST. PATRICK'S DAY (Saturday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Sunday March 18- March 21	NATIONAL PRESS WEEK IN DALLAS	DALLAS FASHION CENTER	DALLAS, TEXAS
	Newspaper fashion editors and syndicate writers will be invited to attend press showings of Dallas Summer fashions by: Brogan & Jennings, Mary Carter, Ike Clark Sportswear, Julie Clark Junior, Clock-Wise Fashions, Charles Dickey, Donovan Mfg. Co., Facho, Gay's Originals, Green Bros., Higginbotham-Bailey, Johnston, Kohen-Ligon-Folz, L. & L. Mfg. Co., Leighton Mfg. Co., Lorch Mfg. Co., Marcy Lee Mfg. Co., Miller-Cupaioli, Justin McCarty, Nardis Sportswear, Helen Scott, Vanette Hosiery Mills, Westway Sportswear, Clifton Wilhite, Zelenka-Tauben. Contact: Mrs. Clyde Johnson, Dallas Fashion Center, 1101 Commerce Street, Dallas.		
Monday March 19 12:00 Noon Luncheon	"TRAIL BLAZER AWARDS" LUNCHEON	NAT'L HOME FASHIONS LEAGUE (141 E. 44 ST.)	HOTEL ROOSEVELT BALLROOM
	The annual "Trail Blazer Awards" luncheon by the National Home Fashions League. Speaker: Charlotte Montgomery, writer and consultant. Prices: $5.50, members; $7.50 guests. Contact: Josephine Brush, MU. 7-8122.		
Monday March 19 2:30 P.M.	SHOWING OF IMPORTS AND COPIES	RUSSEKS FIFTH AVENUE	3RD FLOOR
	Russeks will present their Italian and French import originals and copies. Open to public. Publicity: Florence Lord, WI. 7-1900.		
March 20	FIRST DAY OF SPRING (Tuesday).		
Tuesday March 20 11:00 A.M.	PRESS PREVIEW OF READY-TO-WEAR	BERGDORF GOODMAN	4TH FLOOR
	Bergdorf Goodman will preview their ready-to-wear originals to the press. By invitation only. Publicity: Florence Neff, PL. 3-7300.		
Tuesday March 20 12:30 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES	GIMBELS	HOTEL PIERRE BALLROOM
	Gimbels imports and copies will be shown during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. (Press preview Tues., March 13 at 10:00 A.M.--See Page 4.) Gimbels Publicity: Margot Infantino, LO. 5-1500.		
Wednesday March 21 12:30 P.M. Luncheon	SPRING BRIDAL FASHIONS AT LUNCHEON	JAY THORPE	HOTEL AMBASSADOR BALLROOM
	Jay Thorpe will present bridal fashions for Spring. Press by invitation. Public by reservation; contact: Banquet Dept., PL. 5-1000. Jay Thorpe Publ.: Rasponi Assoc., TE. 8-8171. Produced by Mary Alice Rice, CI. 6-1790.		
Wednesday March 21 12:30 P.M. Luncheon	SPRING FASHIONS FOR TALL GIRLS	PEG NEWTON (3 EAST 48TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
	Spring fashions for tall girls at luncheon show. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Peg Newton Publ.: Donna Cannon, MU. 7-5447. Waldorf Fashion Dir: Madeleine Riordan, EL. 5-3000.		
Wednesday March 21 12:30 P.M. Luncheon	SPRING FASHIONS BY SYLVAN RICH	BEST & CO.	HOTEL PIERRE COTILLION ROOM
	Best will present Spring fashions by Sylvan Rich for Martini at luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Publ.: Best--Gay Stearns, PL. 9-2000; Martini--Mildred Kaldor, MU. 9-5420. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday March 21 4:00 P.M.- 7:00 P.M. Cocktails	RECEPTION FOR DIGBY MORTON	C.F. HATHAWAY CO. (112 E. 40TH ST.)	OVERSEAS PRESS CLUB 35 EAST 39TH STREET
	Preview of Digby Morton's Lady Hathaway Fall collection at continuous showings; and reception in honor of Mr. Morton. By invitation only. Publicity: Janet Laib, MU. 9-4157.		
Thursday March 22 9:00 A.M.- 11:30 A.M.	PREVIEW: NEW FABRICS AND WALL PAPERS	F. SCHUMACHER & CO.	535 MADISON AVENUE SHOWROOM - 2ND FLOOR
	"March Of Color"--F. Schumacher will preview their new fabrics and wall papers for Spring. By invitation only. Contact: Gladys Coe, LO. 5-5700.		
Thursday March 22 12:30 P.M. Luncheon	BOUTIQUE FASHIONS AT LUNCHEON	ZITA, INC. (781 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
	Zita will present her Spring and Summer boutique fashions. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Zita contact: RE. 4-0101. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.		
Thursday March 22 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY, VELVETEEN AND VELVET	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	Crompton's couture collection will be shown at 3:00 and 5:00 P.M., with Fall fashions from France by--Balmain, Chanel, Desses, Dior, Maxime de la Falaize, Fath, Givenchy, Gres, Griffe, Heim, Lanvin-Castillo, Lecadre-Marnier, Manguin, Patou, Madeleine de Rauch; Italy--Avolio, Emilio of Capri, Fabiani, Fontana, Simonetta, Veneziani; England--Cavanagh, Hartnell, Digby Morton, Ronald Paterson; Dublin--Sybil Connolly; Madrid--Pedro Rodriguez; Vienna--Gertrude Hoechsmann. By invitation only. Publicity: Rosalind Allan at Crompton, LO. 4-2900.		
March 26	HOLY WEEK (March 26 - 31).		
March 27	PASSOVER -- First Day (Tuesday) -- Begins Monday at Sundown.		
March 30	GOOD FRIDAY.		
April 1	EASTER SUNDAY.		
Wednesday April 4 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON-ASTOR BALLROOM
	Display of Fall fabrics by The Fashion Group. Co-Chairmen: Frances Clark, "Harper's Bazaar"; Janet Livingstone, "Good Housekeeping". (Prices and more details later). Contact: The Fashion Group, CI. 7-3940.		
Thursday April 5 10:30 A.M.	PRESS PREVIEW OF SPRING FURS	GUNTHER JAECKEL	2ND FLOOR FUR SALON
	Gunther Jaeckel will preview their "little furs" for Spring. By invitation only. Publicity: Carole Paley, PL. 5-7000.		
April 15	FEDERAL AND NEW YORK STATE INCOME TAXES DUE.		
Tuesday April 17 10:30 A.M. And 3:00 P.M.	PREVIEW: FALL AND HOLIDAY SHOES	OOMPHIES, INC.	350 FIFTH AVENUE SHOWROOM - 77TH FL.
	Oomphies will preview their Fall and Holiday shoes to the press at 10:30 A.M.; and to the trade at 3:00 P.M. By invitation only. Contact: Marianne Tater, LO. 4-9495.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday April 17 4:30 P.M. Cocktails	"GOOD DESIGN FOR WASHABLE WOOLENS"	SANFORLAN (CLUETT, PEABODY & CO.)	HOTEL PIERRE GRAND BALLROOM
	A competition among garment manufacturers--"Good Design for Washable Woolens"--sponsored by Sanforlan of the Sanforized Division of Cluett, Peabody & Co. All entries will be presented at a 5:00 P.M. fashion show for buyers and press, by invitation only. Publicity: Bess Williams at Young & Rubicam, MU. 9-5000.		
Friday April 20 8:00 P.M. Dinner-Dance	FIFTH ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	Fifth annual "April in Paris" Ball, a gala dinner-dance for benefit of French Hospital of N.Y. and the American French Foundation charities, with fashions by--Desses, Dior, Fath, Castillo of Lanvin, Givenchy and hats by leading Paris milliners. Sponsored by Air France, Cartier and Cody. Honorary Chairman: Mrs. Dwight D. Eisenhower. Reservations--$100.00; contact: Mr. Philippe's Office, 301 Park Avenue, EL. 5-5725.		
April 29-May 5	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		
Tuesday May 1-May 31	SEVENTH ANNUAL LACE FESTIVAL	THE LACE INSTITUTE	THROUGHOUT COUNTRY
	Publ: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.		
Monday May 7 12:15 P.M.; 6:00 P.M.	SUMMER COTTONS BY KAY WINDSOR	SAKS 34TH STREET	4TH FLOOR
	Saks 34th will present Kay Windsor's "Summer Symphony" cottons at 12:15 and 6:00 P.M. Press invited at 12:15. Publ: Arthur See, LA. 4-7000.		
Tuesday May 8 12:00 Noon Luncheon	PREVIEW OF FALL CORDUROY FASHIONS	CONE MILLS (59 WORTH STREET)	HOTEL PIERRE COTILLION ROOM
	Cone Mills will present Fall fashions in corduroy. By invitation only, to press and buyers. Publicity: Ruth Hammer Assoc., EL. 5-7872.		
Sunday May 13	MOTHER'S DAY. Theme: "There's Nothing Too Good For Mom." Contact: Arthur Freeman, 129 W. 30th St., LO. 5-4700.		
Monday May 14-May 19	ANNUAL NATIONAL COTTON WEEK	NATIONAL COTTON COUNCIL (112 WEST 34TH STREET)	THROUGHOUT THE COUNTRY
	Theme. "Pick Your Cottons Now"--26th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, BR. 9-4920.		
Beginning Monday May 14-May 25	OPENING OF FALL DRESS COLLECTIONS	FASHION ORIGINATORS' GUILD OF AMERICA, INC.	MANUFACTURERS' SHOWROOMS
	The following members of the FOGA will open their Fall collections earlier this season, with majority opening week of May 14:		
	LARRY ALDRICH CO., INC.	JACK HORWITZ ASSOCIATES	RUDOLF GOWNS
	BEN BARRACK, INC.	NAT KAPLAN, INC.	MARTIN SIMON, INC.
	HARVEY BERIN LTD.	DAVID LEVINE CO.	HERBERT SONDHEIM
	WILLIAM FOX, INC.	ROSALIE MACRINI-- (BARBARA COSTUME CO.)	FRANK STARR, INC.
	ED GERRICK INC.		SUZANNE-AUGUSTINE
	A. GOODMAN & CO.	PAUL PARNES CORP.	HANNAH TROY, INC.
	GRABOIS	BEN REIG, INC.	SAMUEL WINSTON, INC.
	Contact: Leonard Gendler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.		

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday March 5 — SEVENTEENTH WEEK: METROPOLITAN OPERA MET. OPERA HOUSE, 39TH ST. & B'WAY
Mon., March 5: Verdi's IL TROVATORE. Tues., March 6: Mozart's THE MAGIC FLUTE. Wed., March 7: Verdi's RIGOLETTO. Thurs., March 8: Puccini's TOSCA. Fri., March 9: Strauss' DER ROSENKAVALIER. Sat., Mat., March 10: Mussorgsky's BORIS GODUNOV. Sat., Eve., March 10: "Italian Gala"--Act II of LA TRAVIATA. Zachary Solov's ballet SOIREE and Act II of IL BARBIERE DI SIVIGLIA. Publicity: Francis Robinson, PE. 6-1200.

Tuesday March 6 — SECOND WEEK: N.Y. CITY BALLET CITY CENTER, 131 WEST 55TH STREET
Tues., March 6: SERENADE, THE CONCERT, PAS DE TROIS (MINKUS) WESTERN SYMPHONY. Wed., March 7: SWAN LAKE, THE CAGE, VARIATIONS FROM "THE GUESTS", FIREBIRD. Thurs., March 8: JEUX D'ENFANTS, THE CONCERT, SYLVIA PAS DE DEUX, WESTERN SYMPHONY. Fri., March 9: CONCERTO BAROCCO, SOUVENIRS, PAS DE DIX, BOURREE FANTASQUE. Sat., Mat., March 10: SWAN LAKE, VALSE-FANTAISIE, SOUVENIRS, FIREBIRD. Sat., Eve., March 10: JEUX D'ENFANTS, SCOTCH SYMPHONY, PAS DE TROIS (GLINKA) PIED PIPER. Sun., Mat., March 11: CONCERTO BAROCCO, SCOTCH SYMPHONY, AFTERNOON OF A FAUN, FANFARE. Sun.Eve., March 11: SERENADE, FIREBIRD, SYLVIA PAS DE DEUX, THE CONCERT. Publicity: Phillip Bloom, CH. 4-5185.

Sunday March 11 8:30 P.M. — PREMIERE: "RICHARD III" (Movie) BIJOU THEATRE, 209 WEST 45TH STREET
Lawrence Olivier, starring, producing and directing--with John Gielgud, Ralph Richardson, Cedric Hardwicke, Claire Bloom, Pamela Brown, in Vista-Vision and Technicolor. In association with Alexander Korda and released by Lopert Films. Benefit for Actors Fund of America--tickets: $10; $25; $100; contact: Mrs. Innes Brown, PL. 7-4133. Lopert Publicity: Marjorie Geiss, PL. 7-3330.

Wednesday March 14 — PREMIERE: "MEET ME IN LAS VEGAS" (Movie) ASTOR THEATRE, B'WAY & 45TH ST.
MGM's new musical, in CinemaScope and Eastman Color, will star Dan Dailey and Cyd Charisse, with Agnes Moorehead, Lili Darvas, Jim Backus. Producer: Joe Pasternak. Director: Roy Rowland. Costumes: Helen Rose. MGM Publ.: Herbert Crocker or Frances Lane, JU. 2-2000.

Thursday March 15 — OPENING: "MY FAIR LADY" MARK HELLINGER THEATRE, 51ST & B'WAY
Rex Harrison and Julie Andrews in a new musical adapted from Bernard Shaw's "Pygmalion", produced by Herman Levin. Book and lyrics: Alan Jay Lerner. Music: Frederick Loewe. Director: Moss Hart. Featuring: Stanley Holloway, Cathleen Nesbitt, Robert Coote. Settings: Oliver Smith. Lighting: Feder. Costumes: Cecil Beaton. Publ.: Richard Maney, CI. 7-4646.

Tuesday March 20 — OPENING: "THE BEAUTIFUL CHANGES" PRESIDENT THEATRE, 247 W. 48TH STREET
Theatre Libre Company will present a new play, written and directed by Howard Liebling, featuring Ruth Altshul, Daniel Gordon, Joseph Kerrigan. Designed and lighted by Kenneth Lloyd Mapes. Publ.: Joe Burstin, PE.6-2340.

Thursday March 22 — OPENING: "MR. WONDERFUL" BROADWAY THEATRE, 53RD ST. & BROADWAY
Sammy Davis, Jr. and the Will Mastin Trio in a musical comedy produced by Jule Styne and George Gilbert, with Lester Osterman, Jr. Director: Jack Donohue. Featuring, Jack Carter, Pat Marshall, Olga James and Chita Rivera, Hal Loman and Malcolm Lee Beggs. Book by Joseph Stein and Will Glickman. Music and lyrics by Jerry Bock, Larry Holofcener and George Weiss. Settings: Oliver Smith. Costumes: Robert Mackintosh. Lighting: Peggy Clark. Publicity: Jack Toohey, CH. 4-5452.